

# FAX

R. J. Reynolds Tobacco Co.  
400 Raritan Center Parkway  
Edison, N.J. 08837

Date 4/14/97

Number of pages including cover sheet 4

To: Glikin Bros

Jeffry Michelson

From:

Lanny Wolfe

Phone

Fax Phone 201-817-9325

CC: Greg Brown

Sean Cleerdin

Phone 908-225-4774

Fax Phone 908-417-9076

Voice Mail 800-757-8255  
Ext.48795

**REMARKS:**

☐ Urgent    ☒ For your review    ☐ Reply ASAP    ☐ Please comment

Attached is the information you will need to work the April Salem King .20 off per pack DPC promotion:

- Please black line and sticker all product .20 off per pack.
- Pack each display with 2 cartons of Salem King.
- Add to normal order for each account on the attached list week of Apr. 21st.
- **Please insure you take credit for all 2 discounted cartons of Salem for each display.**

If you have any questions please let me know.

Thanks,

Lanny

51850 1587



R. J. Reynolds Tobacco Company Presents  
April '97 Salem Full Flavor King DPC PROMOTION

Account: **Glikin Bros #227040**

Brand	Salem .20 off per pack
Promotion	2 carton display

- Display Packing • 2 ctns Salem Full Flavor King
- Disc Reporting • Assign unique item# to Salem King .20 off per pack discounted product: two discounted cartons of Salem King at 200 sticks  
• Payment will be made based on the # of discounted cartons of Salem reported on disc during the promotion period
- Allocation (cs) • 2 Salem K(12M)
- Delivery Date • 4/21/97
- EFT \$ Amount • 1,418.34
- Displays • 64
- Display Assembly • Black line and sticker 128 cartons of Salem King @.20 off per pack  
• Assemble blue 2 ctn. display #524012  
• Place Salem riser card on display  
• Place 20 stickered packs in each display
- Billing • 2 Salem Kings @\$2.00 per carton off invoice
- Displays shipped to retail-procedures required to receive .10 per ctn Plan G Category II payment: • Send a display and letter automatically to each account on attached list beginning 4/21/97  
• Please cross out any account that refuses promotion and sign, date, and return list to RJR for payment when all displays have been sent.

You will be credited with the following estimated April monthly Category II payment if all displays are sent to accounts on attached list by April 30th:

• **\$1495.00\***

Packing and shipping payment • 28.00 per 12M case of Live product

\*Must make Savings share of category goal (no more than 2% below base) to collect this \$

Note:

Voice mail 800-757-8255 mail box #48795. if you have any questions

51850 1588

GLIKIN BROS.						
SR	ACT #	NAME	ADDRESS-1	CITY	ST	ZIP
133006	417137	AMBOY DELI	4 AMBOY AVE.	METUCHEN	NJ	8840
122109	275641	ANDYS MKT	692 OCEAN AVE	JERSEY CITY	NJ	7305
122108	586785	ARIAS GROCERY	117 48TH STREET	UNION CITY	NJ	7087
133406	280696	BABES CORNER STORE	131 SUMNER AVE	SEASIDE HEIGHT	NJ	8751
122607	390762	BRIAR HILL PHARMACY	50 UNION AVENUE	IRVINGTON	NJ	7111
122606	275460	BROCKMANS PHARMACY	78 AVE C	BAYONNE	NJ	7002
122107	741525	BUSH LIQUOR & DELI	81 TREMONT AVE	NEWARK	NJ	7106
122109	275453	CLAREMONT LIQ & DELI	622 OCEAN AVE	JERSEY CITY	NJ	7305
122108	642741	DUBRUVNIK DELI	150 ANDERSON AV	FAIRVIEW	NJ	7022
133007	228452	EDS LIQUORS	288 DE VOE AVE	SPOTSWOOD	NJ	8884
122606	679054	ELIZABETH VARIETY	1175 DICKERSON ST.	ELIZABETH	NJ	7201
122107	563034	ESPOSITO MARKET	472 ROSEVILLE AVE	NEWARK	NJ	7107
122108	276463	ESTRELLA INC/STAR	5200 BERGENLINE AVE	WEST NEW YORK	NJ	7093
133006	715582	EXPRESS LIQUORS	64 JACKSON ST	SOUTH RIVER	NJ	8882
122108	470333	FOUR SEASONS	5501-5503 BERGENLINE	WEST NEW YORK	NJ	7093
133405	676367	GETTY HOWELL	4545 US HIGHWAY 9	HOWELL	NJ	7731
122108	399967	GRAND DELI MART INC.	1462 64TH ST	NORTH BERGEN	NJ	7047
122107	876712	H.E.F. NEWSSTAND	419 BROAD ST	NEWARK	NJ	7102
122108	276401	HAVANA GROCERY	647 60TH ST	WEST NEW YORK	NJ	7093
122107	274859	HELLER PHARMACY	664 MOUNT PROSPECT A	NEWARK	NJ	7104
122109	584219	HOBOKEN PHARMACY	423 ADAM STREET	HOBOKEN	NJ	7030
122607	771994	KASPERS LIQUORS	1718 SPRINGFLD	MAPLEWOOD	NJ	7040
133002	710376	KEELENS BAR INC	3 RAILROAD SQAURE	KEANSBURG	NJ	7734
122607	275997	LINDEN LUNCHEONETTE	7 S WOOD AVE	LINDEN	NJ	7036
133003	401818	LITTLE STORE	1507 CLINTON AVE	SOUTH PLAINFIEL	NJ	7080
122108	582447	MAPLE WINE/LIQUORS	2720 PALISADE AVE	WEEHAWKEN	NJ	7087
133405	663316	MEAT DEPOT	6778 US HIGHWAY 9	HOWELL	NJ	7731
122107	293315	NEW WAY MARKET	674 SUMMER AVE	NEWARK	NJ	7104
122109	325655	OCEAN MINI MKT	589 OCEAN AVE	JERSEY CITY	NJ	7305
122109	728785	OCEAN ONE STOP LIQUO	641 OCEAN AVE	JERSEY CITY	NJ	7305
122107	563194	OPORTO WINES	178 FERRY ST	NEWARK	NJ	7105
122107	23408	P&J SUPERMARKET	68 CHAPEL ST	NEWARK	NJ	7105
122607	738479	P.J. DAASH CORP	8 CHESTER AVE	BLOOMFIELD	NJ	7003
122109	275598	ROMA IMPORTS DELI	1599KENNEDYBLVD	JERSEY CITY	NJ	7305
122108	399958	ROSE GROCERY	8231 KENNEDY BLVD	NORTH BERGEN	NJ	7047
122607	400752	SALAD BOWL	63 1/2 BELLEVILLE AV	BLOOMFIELD	NJ	7003
122107	741524	SAVOY LIQUOR & DELI	333 ROSEVILLE AVE	NEWARK	NJ	7107
122109	560679	SUPER FOODS INC.	301 JACKSON ST	HOBOKEN	NJ	7030
122107	274899	TONY'S LIQUORS	572 BROADWAY	NEWARK	NJ	7104
122607	667267	TOWN SALES	107 CENTER ST	GARWOOD	NJ	7027
TOTAL	64					

51850 1589